KRSB RADIO'S STORY of the Mount Nebo Goats

KRSB Communications Copyright 1972 Photographs: Douglas Portraits



TOM TOM

Restaurant

COFFEE SHOP
DINING ROOM and LOUNGE

Ken and Aimee Waldron

Garden Valley Shopping Center

Welcome - -

OPEN EVERY DAY
10 AM — 11 PM

EVERYTHING YOU NEED
IN ONE STOP

- Large Selection of Fresh Produce
- Beverages
- Sundries and Dry Goods

247 N W Garden Valley Blvd.

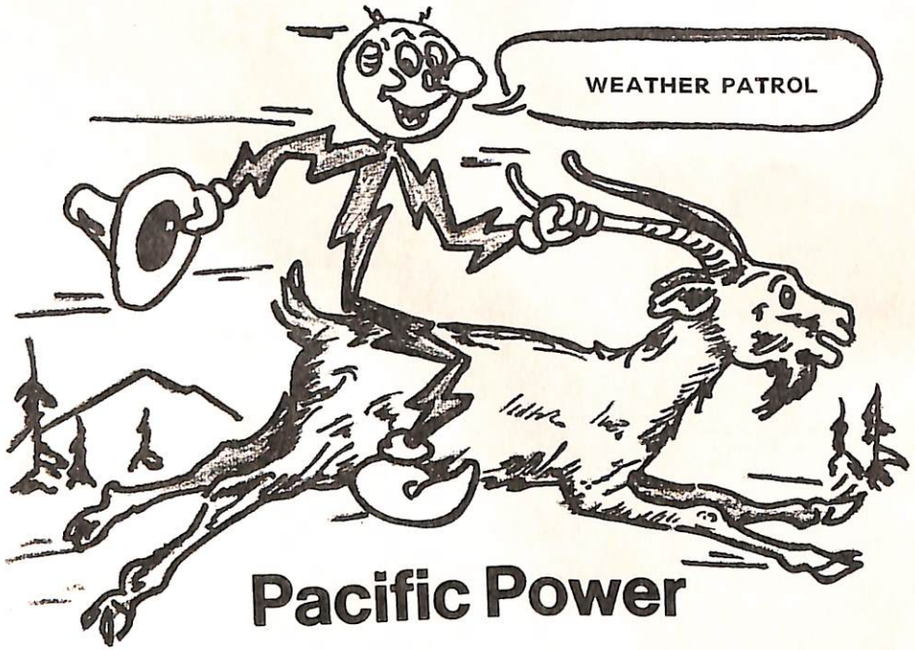
673-6202
Garden Valley
MARKET

Ted Smalle, Realtor
812 West Harvard
672-4888

Sport Haus
Complete Sports Headquarters
"Especially Skiing"
404 S. E. Jackson St.
Roger Hartman, Manager 672-3018

Wilbur House
Antiques, Gifts, Collectibles
OLD HWY. 99 MON THRU SAT.
P. O. BOX 707 10:00 TO 4:00 P.M.
WILBUR, OR 97494 EVENING APPOINTMENTS

Ph. 673-5124
Log Cabin Antiques
4771 N. E. Stephens St.
Roseburg, Oregon
Highway 99 N near Winchester



Pacific Power

Where they make the electricity that makes things nicer for everybody

How it all Began . . .

What the Associated Press called one of the best features of the year.

Roseburg radio station KRSB brought the incredibly accurate weather forecasting abilities of the Mt. Nebo Goats to the attention of the nation when General Manager Tom Worden authored a special news report for the Associated Press. From there the story went to radio and television stations and newspapers all over the country. In Los Angeles, a news producer for the NBC Television Network read the story and dispatched a film crew to Roseburg to film the story of these wild but weatherwise goats.

The filmed report, subsequently seen on the NBC Nightly News with David Brinkley and reporter Jack Perkins, detailed how the Mount Nebo Goats can accurately predict the weather for the Roseburg area. The filmed story also

WE CUT WIRE PIPE AND PRICES
APEX stores
PLUMBING — ELECTRIC — LIGHTING — PAINT
673-5127 1494 N. E. Stephens

Denny's
Restaurants
" Quality and Service
Along Your Way.
24 Hours a Day."
350 W. Harvard Roseburg



A Mt. Nebo Nanny Goat stares down our photographer.

was seen on the Overseas Television Network in the South Pacific, and the subject was written about by columnists such as Dewey Ray on the front page of the Christian Science Monitor. The Goats and KRSB's Goat forecast were also the subject of several radio "talk shows" including the Jim Dunbar Show on KGO in San Francisco and a late night show heard on the Canadian Broadcasting Corporation network stations.

But why all of the attention?

First of all, one must realize that the United States Weather Bureau had closed down the Roseburg reporting station several years before in an economy move. It is also a fact that weather in this area is very unpredictable because of its topography and other factors. For example, Roseburg has the lowest recorded wind velocity of any city in the United States. The most unique ingredient to he weather story, however, are the nabits of a herd of wild goats.

Mount Nebo, which rises beside Interstate Hiway Five, is a hogback which is visible to most of the residents living in this community.

Forty or more years ago, no one knows for sure, a local farmer allowed his herd

Greggs 88c Store
566 S. E. Jackson
Downtown Roseburg
COMPLETE CRAFT DEPARTMENT
Phone 673-4262

James F. Marr Auto Service
2470 N. E. Stephens St.
Roseburg, Oregon
EAZ-LIFT HITCHES
ALDROPP UNLOADERS

FOOD MART
Home of Fine Produce and Quality Meats
Open 8 AM - 9 PM Mon.-Sat.
10 AM-8 PM Sun.
930 S. E. Stephens Roseburg

Rosie Val Mae — Moderne BEAUTY SALON — Cora Judy Bob
1016 S. E. OAK AVENUE
In the Professional Bldg. 673-4127

The Original Story and Reports . . .

as seen in newspapers and magazines all over the world.
KRSB estimates that over 120 million people have heard about, read about or viewed television reports on the Goats.

Goat report butts way to fore as better way to predict weather

ROSEBURG (AP) — When the U.S. Weather Bureau closed its weather station in Roseburg a few years ago, it didn't foresee that a small band of goats would take its place — and chalk up what some say is a better accuracy record.

The goats are so accurate, in fact, that a Roseburg radio station KRSB broadcasts what it calls an official goat report twice each morning.

The station manager, Tom Worden, says it started years ago when a local rancher allowed his goats to graze the grassy slopes of Mount Nebo, which rises beside the South Umpqua River and is easily seen by most of the households in the Roseburg area.

Residents noted over the years that when the goats ranged near the top of the hill the weather was good. When the goats stayed low and out of sight, there was a change or it was stormy.

Though the National Weather Service forecast for Roseburg is prepared in Portland, nearly 200 miles away, most Roseburg residents believed it was accurate most of the time. At least, they did until a few weeks ago.

Then, there came a period during which the forecast had little relation to the actual Roseburg weather. One day, the forecast called for sunny skies with a zero chance of rain. Actually, it rained all day.

That turned Worden and his news director, David Fletcher, to the old goat legend. They charted the goats in relation to the weather daily for a week. And because the goats were on the mark most of the time, they started the Goat Report.

An unofficial group of goat observers now calls the station and reports the animals' location.

Terms used to describe the weather on the Goat Report include:

"Variable high goats" good weather; "Widely scatterd goats" partly sunny; "Low goat pressure" rain or a storm.

He says he thinks the goats are right 99 per cent of the time. He says the weather service record is about 65 per cent.

Need a Shaggy Barometer?

ROSEBURG, Ore. (AP) — Residents of Roseburg have asked the National Weather Service to accept a herd of wild goats as official weather forecasters for the area.

Roseburg doesn't have a weather office. But a local radio station regularly reports movements of the goats to alert listeners to changes in the weather.

If the goats climb up 1,200-foot Mount Nebo, near Roseburg, it means good weather. But if they come down in the morning — or remain at the bottom — it will cloud up and probably rain.

—Stars & Stripes—Pacific Edition
Clipped in Long Binh, Viet Nam
June 18, 1971

Roseburg Celebrates Centennial This Year!

ROSEBURG 1872 100 1972 OREGON

If you are a visitor to Roseburg, KRSB bids you welcome and invites you to participate in the many activities planned during Roseburg's 100th Anniversary Celebration. Commemorative coins and stamps are available at several locations but you are urged to stop at the Roseburg Area Chamber of Commerce office for additional information.

While you are there be sure to ask about the many "fun" things you can do in Douglas County. The Welcome mat is out at such places as the Lane House and the Douglas County Historical Museum. If you want to attend one of the great fairs in the West, plan to attend the Douglas County Fair in August.

If fishing is your challenge, the North Umpqua River is one of the world's finest steelhead streams. Crater Lake should be on your itinerary. Take the easy route, State Highway 138, and also discover the delights of Diamond Lake, Oregon's most popular trout fishing lake.

Above all, have fun in Douglas County . . . and come back again!

And to keep up with the world, stay tuned to KRSB Radio.

SAFE BUY
GMC TRUCKS
COMET
CAPRI
MOCK MOTORS — MERCURY LINCOLN
1590 N.E. Stephens 672-3358

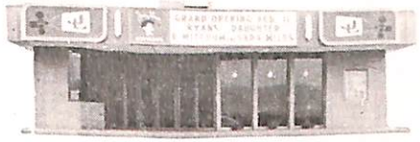
Quality Printing Business Forms
Office Supplies and Equipment
MID-OREGON PRINTING, INC.
673-7515 749 S. E. Stephens Street

Furniture, Appliances, Antiques
Buy - Sell - Trade
CAL'S RESALE
Need an Auctioneer? Call Cal!
If you can't stop, Wave!!
2157 N E Stephens St., Roseburg, Oregon



Jerry Lewis Cinema

Now open 7 days a week with Saturday and Sunday matinees at 1 p.m. and shows daily at 7 p.m. The newest in the Jerry Lewis Cinema chain of beautiful, luxury theaters. Designed for your pleasure and entertainment and epitomizing the ultimate in motion picture theater comfort and intimacy.



* RELAXING, INTIMATE ATMOSPHERE
* SOFT PLUSH CHAIRS
* BEST IN MOTION PICTURE ENTERTAINMENT
* PLENTY OF FREE PARKING
* LOCATED IN THE GARDEN VALLEY SHOPPING CENTER

Evening shows now playing.



UNCLE DON'S
MOBILE CITY
Don Foxx
798 N. W. Garden Valley

of domestic goats to forage on the grassy slopes of Mount Nebo. It was and is good pasture, and of course ideally suited to the sure footed goats. It was curious, however, that when the goats were low on the mountain, and remained so, cloudy weather and then rain would occur. When the goats made their way to the upper slopes, the sun would come out, or at the least, no rain would fall. Many women for example, would not hang their washing out if the Goats were not high on the mountain. Pilots began checking the goats before they flew so that they could plan for the weather accordingly. Thus the legend began.

Mr. Harry Lindsay, who owns Mount Nebo, recalls his father often times set new goats on Mount Nebo when predators killed the newborns, or one of them suffered a fatal fall from the rocky cliffs. In recent years, Mr. Lindsay has continued the practice, particularly after vandals have shot or kidnapped some of the goats. At one time nearly 30 of the animals ranged the mountain, today the number is believed to be seven.

The goats, having been on their own all of these years are now wild. The photographs featured in this booklet will show you the size of the horns.

So much for history.

With the Weather Bureau forecasting the weather for Roseburg from Portland, often times they miss the mark. On one such occasion, KRSB utilized the Mount Nebo Goats in preparing a weather forecast.

It happened one cloudy day in May. Every radio station relies heavily on the Weather Bureau to advise its listeners about what conditions are going to be like. On this one historic day, the Weather Bureau had erred once again.

KRSB occupies a second story studio in Downtown Roseburg. The Forecast from the Weather Bureau via the Associated Press called for Partly Cloudy weather in the morning with sunny skies predicted for the afternoon. Station manager Tom Worden who was working that morning judiciously and repeatedly gave this optimistic forecast to his listeners. However, at about 9:00 AM he noticed three linemen from the utility company installing some new wiring. They were standing on an adjoining roof, and were wearing bright yellow rainwear. Worden walked to the window and looked out. The rain was coming down in buckets. Not merely sprinkling, but drenching rainfall!

It was then remembered that the Mount Nebo Goats were known for their accuracy. For a week, KRSB kept track of the Weather Bureau forecasts. These were matched with the movements of the Mount Nebo Goats for the same period. As it turned out, the Goats were accurate 90% of the time, while the Weather Bureau only managed a 65% accuracy rate. That settled, KRSB devised the Goat Weather Forecast. It was an instant hit. Local businessmen wanted to sponsor it; people tuned in to hear it; and the goats continued to be accurate . . . as they still are.

It was then Worden wrote the story for the Associated Press. The rest is history.

Since that time, KRSB formed the KRSB Goat Observation Corps. Members receive a free membership card. Thus far, over 3,000 cards have been distributed. KRSB also had several hundred Goat Observation Corps T shirts designed. These are on sale at the KRSB Studio.



The extreme size of the horns is typical of domestic goats "gone wild". This is an Angora Goat, known for its soft fleece.

PETER B. SERAFIN

Pete Serafin REALTY

555 S. E. MAIN STREET
ROSEBURG, OREGON

TELEPHONE (503) 672-5549

INVESTMENT TODAY - SECURITY TOMORROW

FULLERTON Rexall DRUGS
84 Garden Valley Shopping Center
Roseburg, Oregon 97470
Cards and Gifts

LESLIE'S
Tall and Custom Sizes
Phone 540 S.E. Jackson 673-5025

GOVE'S MARKET
2555 N E Diamond Lake Blvd.

MERLE NORMAN COSMETIC STUDIO
Try Before You Buy
Phone 672-2479
825 S E Oak Ave., Roseburg, Ore.
In the Umpqua Hotel

SIZZLER
FAMILY STEAK HOUSE
1022 N E Stephens - Roseburg
672-5443 Open every day 11 am-9 pm

DWAYNE BUELL AGENCY
ELIZABETH A. MOORE
"BETTY"
YOUR Independent Insurance AGENT SERVES YOU FIRST
468 S. E. MAIN STREET
ROSEBURG, OREGON

FAIRHAVEN VARIETY
"If you can't find it,
Go to Fairhaven Variety"
Let Mrs. Ruby Bennett help you.
630 W. Fairhaven
Right off Harvard Blvd.

A & W ROOT BEER
Sutherlin
AT THE I-5 EXIT

ROSEBURG ELKS LODGE NO. 326
Benevolent and Protective Order of Elks
749 S. E. Jackson Street Phone 672-4455
OPEN DAILY EXCEPT SUNDAY
12 Noon — 12 Midnight
Friday and Saturday until 2·30

THE AMERICAN RADIAL B.F.Goodrich LIFESAVER

ROSEBURG MOTOR CO.
504 S. E. Rose



So intent on watching the Mount Nebo Goats, KRSB was hoodwinked (as well as many others) when a local prankster placed six cardboard goats on Mount Nebo. As you can see, they look real enough at first glance. The prankster, Galen Carter, was later "arrested" on a complaint by KRSB Station Manager Tom Worden, on a charge of "Littering" Mount Nebo, and incarcerated in the Roseburg City Jail.

SEEK ~ INC.
PROPERTIES
INVESTMENTS

715 S E Cass Ave. 672-5432
Roseburg, Oregon

UMPQUA
VOLKSWAGEN, INC.
SALES — SERVICE
PARTS — LEASING
404 S E Stephens St.
Roseburg
672-1647

RICKETTS MUSIC
STORE, Inc.
702 S. E. JACKSON
ROSEBURG, OREGON 97470

Marguerite
GRAHAM
INSURANCE
YOUR Independent Insurance AGENT
WHETHER YOU'RE YOUNG, OLD, MIDDLE AGED,
STAY HOME OR TRAVEL
— YOU NEED —
MARGUERITTE GRAHAM
INSURANCE CONSULTANT
Across from the A & W
1874 West Harvard Ave. Roseburg
Phone 673-7211

GEORGE W. GINDER
ENCO
ENCO
PRODUCTS
1390 N.E. Stephens
ROSEBURG, OREGON 97470

For the Finest in Plumbing
See
CROOCH & HARRIS
Plumbing & Heating Co.
2448 W Harvard Ave. 672-6623
Roseburg, Oregon

We at KRSB are astounded at the volume of mail the "goat story" continues to bring each month. About 20 KRSB Goat Observation Corps membership cards and a like number of this booklet (now in its second printing) go to cities and towns all over the nation. Dozens of local radio stations have called us on their "Talk Shows". As a result, their listeners write and ask us for the free cards and any other information available.

The story also has created interest in scientific circles. Predicting weather by animal behavior is apparently a valid area of study and we have processed countless inquiries from students, professors and scientific publications of all kinds; including the "Weekly Reader".

Outside of the national television exposure the goats have received, the most reaction was caused when the Reader's Digest featured the Goat Weather Forecast of KRSB in the January 1972 issue. It is reprinted elsewhere in this booklet in case you missed it then.

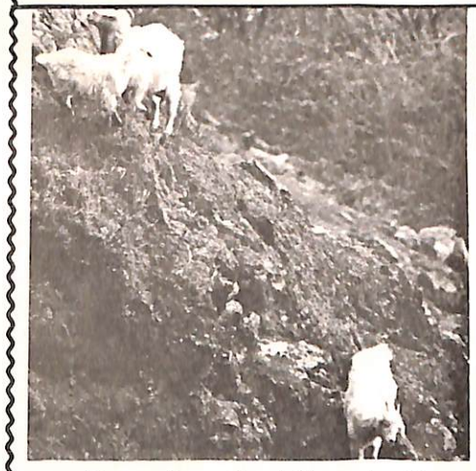
For those of you who would like to see the goats "in person" the best plan is to drive into Roseburg and then look West toward Mt. Nebo. The goats range the entire length of Mt. Nebo. The best camera positions can be found on the East bank of the South Umpqua River which flows through the heart of Roseburg.

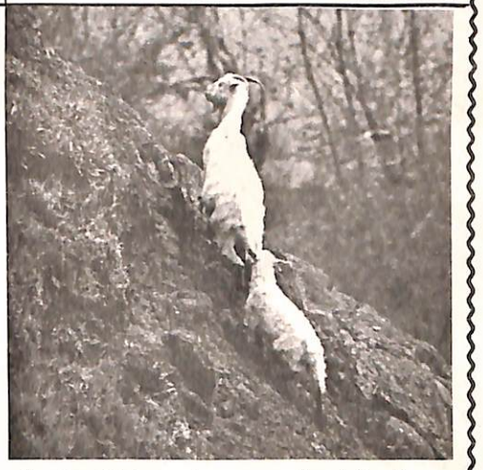
Gen-Ell's
Needle & Craft
Knitting Supplies
Craft Supplies
Stitchery
Latch Hooked Rugs
1126 N E Walnut

VALLEY
DEPARTMENT STORE
Featuring
A COMPLETE SHOE DEPARTMENT
Located in the
GARDEN VALLEY SHOPPING CENTER

Dorothy and Margaret's
DOUGLAS CAFE
Homemade Specials, Soup and Pies
Phone 673-6250 Roseburg
413 S E Jackson Oregon 97470

DOUGLAS
PROPERTIES, INC.
Muriel Thomasson,
Realtor
Exclusive Listings
Phone 672-5706
2585 W Harvard Roseburg
REALTORS





The goats on the right are heading up "under high goat pressure", while the goats on the left are headed down, signaling "rain".

HERE IS A "TYPICAL" KRSB GOAT WEATHER FORECAST AS HEARD DAILY ON THE AIR

"The Mount Nebo Goats are ascending under a high goat pressure system this morning. THUS, we will be blessed with fair weather today. However, we note that some of the goats are widely scattered which may result in some cloudiness. Variable high goats will indicate a very warm day indeed. We do not foresee the possibility of descending goat pressure which would indicate rain."

DEAN VINCENT, INC.

DV

894 S. E. Stephens
Phone: 672-1231

Bill Horn
Blackey Harmon Page

Complete Service to Sellers of Business - Income Property - Apartments - Motels - Commercial Property

ROSEBURG, OREGON

THIS CERTIFIES

AS AN
OFFICIAL MEMBER

KRSB Goat Observation Corps

WORLD'S ONLY WEATHERVANE GOATS
ROSEBURG, OREGON
"GOAT REPORTS" DAILY

TOM WORDEN
HEAD GOAT OBSERVER

all stereo KRSB

MEMBER SIGN

To the left is a specimen of the KRSB Goat Observation Corps Membership Card. These are free and can be obtained by sending a stamped, self-addressed envelope to: KRSB RADIO, 620 S E Jackson Street, Roseburg, Oregon 97470.



ALL KINDS OF KIDS LOVE UMPQUA MILK

and other dairy products, too!

Douglas County's only "Full Service" Dairy.

UMPQUA DAIRY

333 S. E. Sykes Roseburg, Oregon Phone 672-2638

Reader's Digest Press Section

NOTES AND COMMENT ON THE NEWS

Salem (Ore.) Capital Journal

Getting Weatherman's Goat

WHEN the U.S. Weather Bureau closed its station in Roseburg, Ore., a few years ago, it was replaced by a small band of goats who are chalking up a close-to-perfect forecast record.

Tom Worden, manager of the local radio station (KRSB), began charting the position of goats grazing on slopes above the town. He found that when the goats ranged near the top of the hill the weather was good or going to be. When they stayed low and out of sight, there was a change or storm in store. Worden started a daily Goat Report, announcing "Variable high goats" (good weather); "Widely scattered goats" (partly sunny); and "Low goat pressure" (rain, snow or stormy).

Worden claims that the goats are right 90 percent of the time. The official weather service record (now coming from Portland, 200 miles away) is only about 65-percent accurate. —AP

— January, 1972 Edition

The Reader's Digest carried the story of the Mt. Nebo Goats to 26 million more people with its first issue of 1972.

CHAPMAN'S PHARMACY PHONE 673-4533
ROSEBURG, OREGON
Corner of Cass and Jackson

Bergh's Appliance Service
Maytag
FRANK & GLADYS BERGH, OWNERS
616 W. FAIRHAVEN 672-1661

COLORCRAFT PAINT & WALLPAPER
ART SUPPLIES
PAINT WITH Treasure Tones
721 S E Stephens St. 672-2252

US BANK
MEMBER F.D.I.C.
ROSEBURG BRANCH
619 S. E. MAIN STREET
UNITED STATES NATIONAL BANK OF OREGON

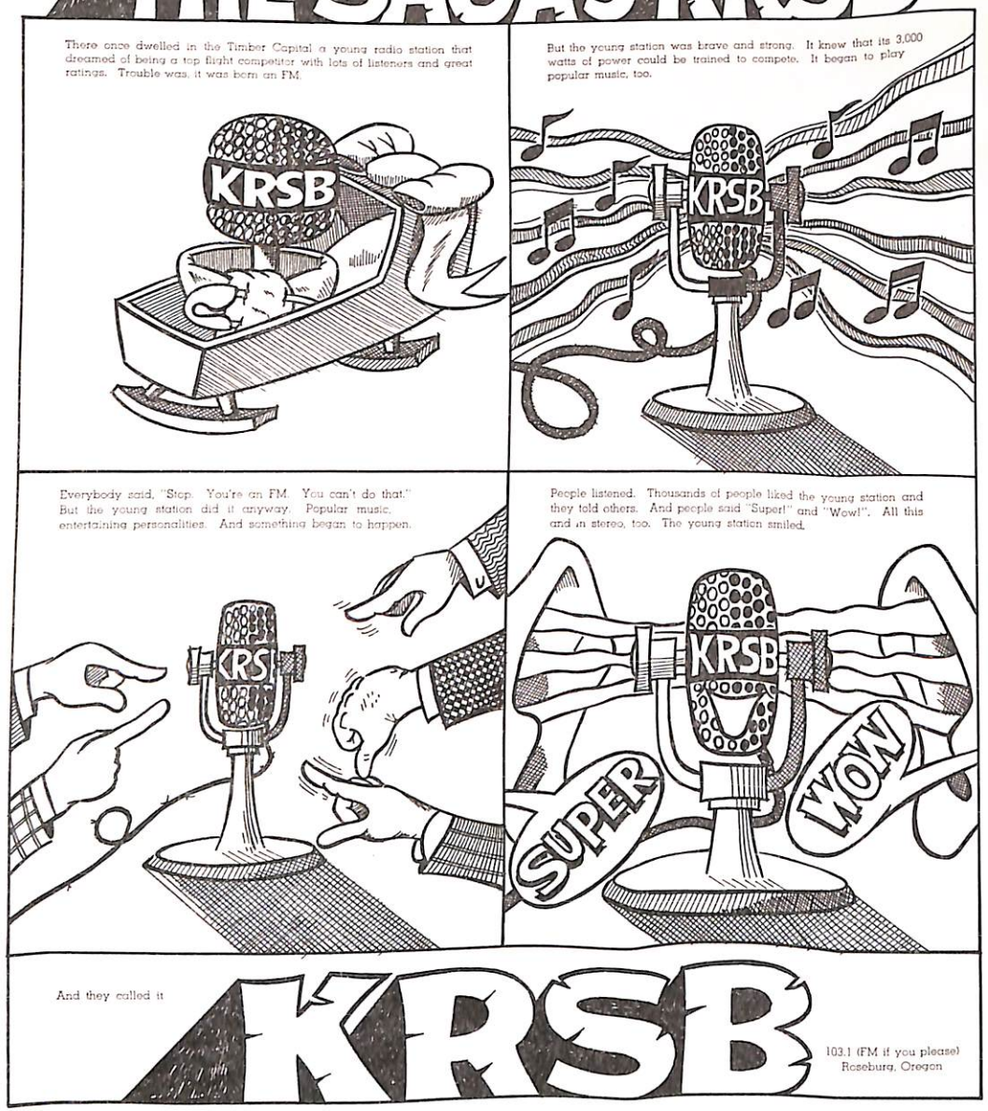
CHEVRON
DALE'S CHEVRON SERVICE
Free Pickup and Delivery
Top Value Stamps
Have A Happy Day!
910 W Harvard Ph. 672-3471

Fairly Reliable Joe's
KIT KAMPERS
TRAVEL TRAILERS
Used Cars and Pickups
Joe Suiter Winston, Oregon

TOM'S CYCLE
ROAD BIKES - TRAIL BIKES
FREE DEMONSTRATION IN OUR LARGE OFF ROAD DEMO AREA
ALL MODELS & COLORS IN STOCK
673-3205
HY. 99 S. OF TOWN
SUZUKI
HODAKA MOTORCYCLES

SALON OF TOTAL LOOK
1225 W Harvard -:- 673-3115
and
FAIRHAVEN BEAUTY SALON
1457 W Harvard -:- 673-5167
"The better you look, the better you feel"

THE SAGA of KRSB



International Art SHOP
Call 672-4644 for Directions

- Picture Framing
- Prints
- Gifts

Roseburg Natural Foods
NATURAL FOOD SUPPLEMENTS & VITAMINS
"FOODS THAT SATISFY"
508 N. E. WINCHESTER ROSEBURG

South Stephens Hardware & Appliance
1212 S E Stephens 672-4833

COLOR TELEVISION HEADQUARTERS
Authorized Sales & Service

RCA VICTOR TV
Whirlpool APPLIANCES
Sporting Goods



Two of the eight Goats on Mount Nebo scurry up a steep incline.

JAMES RAY MUSIC STUDIO
Instruction on most popular instruments
Large Selection of Popular Music Book and Sheet Music
Instrument Sales
Roseburg, Oregon 672-5102

MEL'S APPLIANCES
ZENITH
Kelvinator
SALES & SERVICE
1561 S. E. STEPHENS
ROSEBURG, OREGON 97470
MEL POYER, Owner
Office 672-6565
NIGHT EMERGENCY SERVICE
672-1804

KEN ELLISON Used Cars
Phone 673-7412
Jim Christianson, Owner
1328 S E Stephens Roseburg, Oregon

Personal Insurance by
Horace Mann Educators
Financial Security
Ron Strickling, Agent
Phone 673-6070

673-7167 611 S. E. Jackson St.
Luverne's for women
THRU THE GOLDEN DOOR OF FASHION
Luverne Von Schriltz Roseburg, Oregon

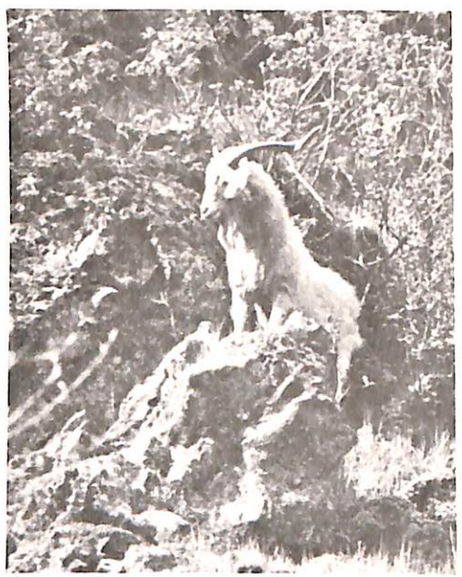
Gimre's SHOES SINCE 1892
YOUR QUALITY STORE
613 S.E. Jackson
TOP BRANDS
FOR THE ENTIRE FAMILY

Tom & Jerry's
Restaurant
Lounge
734 S E Stephens Street

WALT'S
TOWING
AMBULANCE
RADIATOR REPAIR
672-2652 487 N E Winchester St.
Roseburg, Oregon



The Newest Addition to the KRSB Goat Corps.



On the right, a proud papa gazes from his perch high above Roseburg.

BOYER MEAT CO.
Locker Beef
Custom Work
Wholesale - Retail
North Umpqua Hwy. 673-6323

CHURCH'S Rx PHARMACY
Wayne L. Wilkinson, R. Ph.
815 S E Stephens — Rose Hotel Bldg.
Phone 673-6333 — Roseburg, Oregon
Open 9 A.M to 6 P. M.

ROSEBURG 1872 100 1972 OREGON

WEBER'S BAKERY
Roseburg's Cake House
Clyde & Vurchel Schartz
527 S E Jackson St. -:- 673-8126
Roseburg, Oregon 97470

Music Puts It All Together ! !

at the

Douglas County Fair

August 8-12, 1972

- 4-H and AGRICULTURAL EXHIBITS
- JUNIOR RODEO
- GIANT MIDWAY
- ARTS and CRAFTS DISPLAYS
- TALENT SHOWS
- COMMERCIAL EXHIBITS
- TEEN FAIR
- AUTO RACING

and Featuring

Singing Star
Lynn Anderson
Columbia Recording Star
"Rose Garden"
"Cry"

Ragtime Pianist
Jo Ann Castle
from the Lawrence Welk Show

Sherry Lewis
and "Lamb Chop"

ALL EVENTS FREE WITH GATE ADMISSION (Except Teen Fair)

Come Once--Come Often to the Douglas County Fair!

High Prices

got your Goat?

Pay Less Drug Store
NORTHWEST Inc.

Pay Less for everything.
We're proud of the fact that we are Douglas County's largest and most complete drug and department store.
Sporting Goods, too!
Shop here and save!



STORE HOURS
9 to 9 daily
11 to 6 Sundays

464 S. E. Jackson
Roseburg, Oregon
Phone 672-4873